

DEPARTMENT OF PUBLIC HEALTH



COUNTY OF SAN BERNARDINO

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FOR IMMEDIATE RELEASE

Media Advisory

San Bernardino, CA – San Bernardino County Department of Public Health announces conference on: **“Emergency Preparedness and Partnering to Protect Our Communities”**

WHO: Community-based organizations, faith-based organizations and business owners in San Bernardino County who are interested in:

- understanding the importance of emergency preparedness and communication during a public health emergency,
- implementing an emergency preparedness plan for their organization,
- working effectively with partners in the community and to access resources.

WHAT: A free conference for community organizations in San Bernardino County. The conference, sponsored by the County Department of Public Health Emergency Preparedness and Response Program, features keynote speaker Dr. Vincent T. Covello. Dr. Covello is a nationally and internationally recognized expert on communicating effectively in high concern/low trust situations. He is currently director of the Center for Risk Communication, a non-profit research institute, in New York City. Dr. Covello's presentation, **“Strategies for Communicating Effectively in Public Health Emergencies”** is scheduled for 9:30 a.m. – 10:30 a.m. A press conference with Public Health Department officials will immediately follow.

WHY: To provide community organizations with tools and resources to better prepare for a bio-terrorist attack or other public health emergency. Participants will learn about the importance of communicating effectively in public health emergencies, how to develop an emergency plan for their organization, how to develop “communication partnerships” to rapidly send information to businesses, community organizations and special population groups such as the elderly and disabled.

WHEN: **Tuesday - June 28, 2005 8:30 a.m. – 4:30 p.m.**
San Bernardino Diocese Pastoral Center
1201 E. Highland Avenue
San Bernardino, CA 92404

MARK UFFER
County Administrative Officer

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